

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of updating content on a web site, the method comprising:

accessing an update profile, the update profile comprising a named party URL, and an update frequency;

determining whether web site content corresponding to the named party URL is due to be updated based on the update frequency;

retrieving a copy of the web site content ~~based on the named party url~~;

submitting ~~presenting~~ the copy of the web site content to ~~[[a]]~~ the named party;

receiving a revised copy of the web site content from the named party; and

updating the web site content based on the revised copy received from the named party.

2. (Original) The method of claim 1, wherein the update profile further comprises a named party e-mail address, the presenting step comprises mailing the copy of the web site content to the named party as an e-mail attachment, and the receiving step comprises receiving from the named party a reply e-mail with a revised copy of the web site content attached to the reply e-mail as an attachment.

3. (Original) The method of claim 1, wherein the web site content contains an update log and the updating step further comprises updating the update log.
4. (Original) The method of claim 3, wherein the update log comprises a last checked field and a last updated field.
5. (Original) The method of claim 1, wherein the update profile further comprises an update type and the retrieving step comprises retrieving a copy of the web site content based on the named party URL and the update type.
6. (Original) The method of claim 1, wherein the update profile comprises a web page on the web site.
7. (Original) A computer running executable code, the executable code programmed to:
access an update profile, the update profile comprising a named party, a named party URL, and an update frequency;
determine whether content on a web site corresponding to the named party URL is due to be updated based on the update frequency;
retrieve a copy of the web site content based on the named party URL;
submit ~~present~~ the copy to the named party;
receive a revised copy from the named party; and
update the web site content based on the revised copy received from the named party.

8. (Original) The computer of claim 7, wherein the update profile further comprises a named party e-mail address, the copy of the web site content is presented to the named party as an e-mail attachment, and the revised copy of the web site content is received from the named party as an e-mail attachment.

9. (Original) The computer of claim 7, wherein the update profile further comprises an update type and the executable code is further programmed to retrieve the copy of the web site content based on the update type.

10. (Original) The computer of claim 7, wherein the update profile comprises a web page on the web site.

11. (Currently Amended) A system for automatically updating content on a named party's website, comprising:

a server having ~~non-volatile~~ non-volatile memory;

updating software resident on the server;

e-mail software resident on the server;

a web hosting server having a named party URL associated with a named party and content resident thereon,

means for communicating between the server and the named party; and

means for communicating between the server and the web hosting server; wherein the updating software, based on the named party ~~url~~ URL, causes a copy of some portion of the content residing on the web hosting server to be ~~presented~~ submitted to the named party, and the

updating software causes the content residing on the web hosting server to be updated based on a revised copy of the content that was ~~presented~~ submitted to the named party is received at the server by way of an e-mail.

12. (Canceled)

13. (Original) The system of claim 11, wherein an update profile comprise a page of the content.

14. (Currently Amended) The system of claim 13, wherein the update profile comprises a named party URL ~~url~~ field, a named party e-mail address field, and an update frequency field.

15. (Original) The system of claim 14, wherein the update profile further comprises an update type field.

16. (Original) The system of claim 11, wherein the content contains an update log.

17. (Canceled)

18. (Previously Presented) The method of claim 2 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.

19. (Previously Presented) The method of claim 5 wherein the update profile specifies predetermined graphics or text on the web site to be updated.

20. (Previously Presented) The computer of claim 8 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.

21. (Previously Presented) The computer of claim 9 wherein the update profile specifies predetermined graphics or text on the web site to be updated.

22. (Previously Presented) The system of claim 1 wherein the revised copy of the web site content includes rich text formatted content and the updating step includes mapping the rich text formatted content to hypertext markup language.

23. (Previously Presented) The system of claim 15 wherein the update profile specifies predetermined graphics or text on the web site to be updated.